Lands' End Opens First Standalone Store in New Jersey

September 10, 2018

Grand Opening takes place at Chimney Rock Crossing on Saturday, September 15

DODGEVILLE, Wis., Sept. 10, 2018 /PRNewswire/ -- Starting today, shoppers in the central New Jersey area can find the iconic brand's classic apparel for men, women and kids when they shop the new Lands' End store at Chimney Rock Crossing, 340 Chimney Rock Road in Bridgewater. The Grand Opening celebration begins with a ribbon cutting ceremony by members of Somerset County Chamber of Commerce this Saturday, September 15, at 10:00 a.m.



"The community has given us a very enthusiastic welcome! We're so excited to be a part of the area and look forward to keeping families warm with our Wisconsin-proof outerwear," said Claudia Mazo, senior vice president of retail, Lands' End. "The combination of a completely new shopping center with convenient parking, easy access and restaurant options make this a great location for our new store concept."

The new concept offers digital technologies—such as checkout anywhere in the store and a digital kiosk—that enhance the customers' experience, making shopping easier. For example, at the kiosk, shoppers can find the full Lands' End collection of warm winter outerwear at landsend.com. Store orders come with free shipping and all orders can be returned free of charge. All items are backed by the company's Guaranteed. Period.® return policy -- if a customer isn't satisfied with a product, they can return it for an exchange or refund.

Grand Opening Events

The public is invited to join Lands' End in the celebration of its first New Jersey store on Saturday, September 15, 2018. Inside the store, the first 100 customers will get a free gift—a Lands' End's tote, one of the brand's heritage products—with a purchase of $75.

Outside the store, shoppers can visit the Lands' End Airstream on its Heritage Tour. The Airstream is tricked out as a Seagoing™ Duffle to celebrate two things: 55 years of Lands' End and its loyal customers. From 11 am to 6 pm, everyone can enter the sweepstakes for a chance to win one of several Lands' End's heritage duffles. In addition, kids can color an iconic Lands' End lighthouse drawing. Each child who brings their drawing into the store will receive a free keychain tote, plus, Lands' End will display their artwork inside the store. Throughout the Heritage Tour, anyone can enter for the chance to win a 5-day stay in the Airstream.

The Bridgewater store is the fourth one Lands' End has opened in 2018. Earlier this year, Lands' End opened new stores in Staten Island, Kildeer, Ill. and Burlington, Mass. This brings the total number of Lands' End stand-alone stores to 15 locations in the U.S. To find the Lands' End store nearest you, please visit the store locator on landsend.com.

About Lands' End, Inc.
Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at www.landsend.com and affiliated specialty and international websites, and through retail locations. We are a classic American

lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.



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